

2008-2009 SAN DIEGO COMMUNITY ACTION PLAN

EXECUTIVE SUMMARY

The 2008-09 San Diego Community Action Plan provides the framework for the Community Action Partnership of San Diego for the next two years. The Community Action Partnership of San Diego remains committed to fulfilling our vision and mission by providing self-sufficiency assistance to low-income families and individuals through: 1) asset building; 2) being a major source of broad range self-sufficiency services; and 3) promoting and facilitating community capacity building. Additionally, the 2008-09, San Diego Community Action Plan provides a road map of how priorities identified in the needs assessment process will be addressed.

The Earned Income Tax Credit and financial literacy continue to be fundamental strategies in the 2008-09 San Diego Community Action Plan. The Earned Income Tax Credit (EITC) is the largest federal aid program targeted to low-income working families and individuals¹. Tax Season 2007 marks the fifth year of CAP's participation in the EITC campaign. To date, over eleven million dollars have been returned to San Diego low-income families and individuals, benefiting and strengthening communities. The campaign incorporates a financial literacy component that links families and individuals with asset building programs.

All of the services provided by CAP San Diego are accomplished through competitively procured contracts. Recognizing the importance of developing indicators of success and of tracking outcomes, CAP San Diego, where appropriate, has transitioned the provision of services to pay-for-performance, allowing CAP San Diego to engage in strategic planning and effectively evaluate performance.

Finally, for the past two years CAP San Diego has increasingly sought out private-public partnerships and facilitated development of new relationships to enhance community capacity. In 2005, CAP San Diego spearheaded the highly successful Safety First Program. The Safety First Program included partnerships with San Diego Rady Children's Hospital and Health Center, several community-based social service agencies, and the County of San Diego Health and Human Service Agency's Family Resource Centers to promote and strengthen the public's health and safety. What began as a public-private partnership to distribute and properly install car seats for infants and children blossomed into a Countywide collaborative that included a community-based childhood injury prevention program. Through this collaborative, slightly over 7,000 car safety seats were distributed, far exceeding the initial target of 4,000, and enhanced services to prevent childhood injuries were delivered to more than 1,000 low income families. The Safety First Program was the recipient of a 2006 National Association of Counties (NaCO) award.

¹ April 2005 The Brookings Intuition Survey Series Tienes EITC? A Study of the Earned Income Tax Credit in Immigrant Communities